

A full-page advertisement for Marlboro cigarettes. The background is a photograph of a cowboy in a red shirt and blue jeans, riding a dark horse and holding the head of a large brown bull. The word "Marlboro" is printed in large, bold, red letters across the upper half of the image.

Marlboro

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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